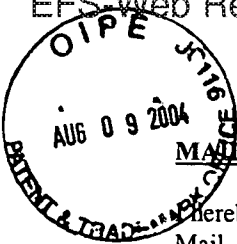


JFW



MAILING CERTIFICATE

Hereby certify that this correspondence is being deposited with the United States Postal Service via First Class Mail, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on August 5, 2004.

By: Judith Muzyk Date: August 5, 2004  
Judith Muzyk

Docket No.: 448/9-1907

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Marc LEWIS, et al                      Conf. No.: 4826  
Serial No.: 10/774,061                              Group Art Unit: 3627  
Filed : February 6, 2004  
For : DISCOUNT AND/OR LOYALTY REWARD SYSTEM  
AND RETAIL APPARATUS THEREFOR

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

The applicant in the above-referenced matter wish to bring to the Examiner's attention the cited references listed on the enclosed Form PT0-1449. A copy of the cited references (15), are included.

No representation is made as to the materiality of this information by this submission. Since submission of this document is before the first office action, no fee is included. If there is a fee required at this time, the Commissioner is authorized to charge our Deposit Account No.: 04-0838.

Respectfully submitted,

William J. Sapone

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Applicant: **Marc LEWIS**  
 Serial No.: **10/774,061**  
 Filing date: **February 6, 2004**  
 Group: **3627**

**U.S. PATENT DOCUMENTS**

| Exam<br>Init |    | Document<br>Number | Date     | NAME             | CLASS | SUB-<br>CLASS | FILING<br>DATE IF<br>APPROPRIATE |
|--------------|----|--------------------|----------|------------------|-------|---------------|----------------------------------|
| /R.A./       | AA | 2002/0161708 A1    | 10/31/02 | Gero Offer       |       |               |                                  |
| /R.A./       | AB | 2002/0004746 A1    | 01/10/02 | John B. Ferber   |       |               |                                  |
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**FOREIGN PATENT DOCUMENTS**

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| /R.A./ | AE | WO02/101485 A2     | 12/19/02 | WO            |       |               |                       |
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**OTHER PRIOR ART** (Including Author, Title, Date, Pertinent Pages, Etc.)

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|  | AP |  |
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